

The lens talk...



Supermodel Bibi

Mohsin Sayeed visits Lahore, enters Xinhua and catches his breath at the strangely compelling collage of film and catwalk glamour in softer moods and chic looks.

EAll too new, all too refreshing — very Ather Shehzad...
Enter Xinhua, one of the most



Abracadabra... Reema

prestigious designer restaurants of Lahore, and you feel as if you walked into the Hall of Fame. You are surrounded by the beauties of our silver screen and the glittering haute couture scene. Faces seen thousand and one time before, have taken an almost unrecognisable visage. At first, you simply pass by a photograph, but something compels you to turn around. That's a girl-next-door face... names flash through your mind and it is Madeeha Shah! As natural as mother earth and as fresh as a dew drop, sans the layers of war paint and the artificial

pouts. Neeli appears to be peeping seductively out of some foreign glossy.

Iffat Raheem is like a painting in soft hues, draped around bare tree trunks. Bibi (Aalia Latif) is a Central Asian Princess who has lost her way and landed in our part of the world. The creators of this magic are Ather Shehzad, the famous photographer duo

which has not been exposed properly "We had displayed photographs of Samina Peerzada and Babra Sharif earlier and it was a roaring success. This time we went a step further by putting up the photographs of our top model along with the images of film actresses," Zaeem says.

The objective behind these glam



from Lahore.

Azm-ul-Haq and Zaeem-ul-Haq, the owners of Xinhua, believe that Pakistan has astonishing faces in her film and fashion industry. "This is Xinhua's tribute to our stars," say the brothers. According to Zaeem and Azm, our country has a lot of style and beauty

ourous fashion shots was the promotion of the rich culture of our land as portrayed by the outfits of Meeras Passion Looks, Temptations and Lace. The backdrops, set against the grand Fort, Shalimar gardens and other historical monuments, all important landmarks of the soil.